

## CLAIMS

What is Claimed is:

1. A media distribution system adapted to supply media content  
5 from disparate sources, comprising:

an encoder tagging media content with an identifier tag useful in  
synchronization with additional media content, and useful in delivery of the  
media content;

an output transmitting the media content to a distribution  
10 mechanism adapted to distribute the media content to media delivery devices;  
and

a distribution mechanism distributing the media content to a  
media delivery device adapted to record a channel upon which the identifier tag  
arrived, adapted to obtain additional media content from a disparate source,  
15 adapted to synchronize the media content with the additional media content  
according to the identifier tag and the channel, and adapted to deliver the  
additional media content to a consumer according to the identifier tag and a  
remote channel control function of the media delivery device.

2. The system of claim 1, wherein said distribution mechanism is  
20 adapted to broadcast the media content to media delivery devices.

3. The system of claim 1, wherein said distribution mechanism is  
adapted to narrowcast the media content to a media delivery device in  
response to a request for the media content.

4. The system of claim 1, wherein said encoder is adapted to insert  
25 an identifier tag into a vertical blanking interval of a sequence of video frames  
using a format that is compatible with a video data stream.

5. The system of claim 1, wherein said wherein said encoder is  
adapted to insert a tag into a web page.

6. The system of claim 1, wherein the media content corresponds to  
30 a textual description.

7. The system of claim 1, wherein the media content corresponds to an image.

8. The system of claim 1, wherein the media content corresponds  
5 information in a rich text format.

9. The system of claim 1, wherein the media content corresponds to information in a binary language format.

10. The system of claim 1, wherein the media content corresponds to a link to the additional media content via a communications system.

5 11. The system of claim 1, wherein the media content corresponds to audio visual media content.

12. The system of claim 1, wherein said encoder is adapted to select the identifier tag based on material characteristics of the media content.

10 13. The system of claim 1, wherein said encoder is adapted to insert the identifier tag into a real-time distribution channel.

14. The system of claim 13, wherein said distribution mechanism is adapted to employ a real-time distribution channel to ensure delivery of the media content at a scheduled time without being affected by a distribution load.

15 15. The system of claim 1, wherein said encoder is adapted effectively to hide the identifier tag within a data stream to ensure that consumers not having suitably equipped media delivery devices are able to consume the media content without any awareness that the media content has been tagged, and to ensure that consumers having a suitably equipped media delivery device are able to enjoy an interactive experience facilitated by the identifier tag.

20 16. A method for supplying media content from disparate sources, comprising:

25 tagging media content with an identifier tag useful in synchronization with additional media content, and useful in delivery of the media content;

transmitting the media content to a distribution mechanism adapted to distribute the media content to media delivery devices; and

30 distributing the media content to a media delivery device adapted to obtain additional media content from a disparate source, adapted to synchronize the media content with the additional media content according to the identifier tag, and adapted to deliver the media content to a consumer according to the identifier tag.

17. The method of claim 16, wherein said distributing includes broadcasting the media content to media delivery devices.

18. The method of claim 16, wherein said distributing includes narrowcasting the media content to a media delivery device in response to a  
5 request for the media content.

19. The method of claim 16, wherein said tagging includes inserting an identifier tag into a vertical blanking interval of a sequence of video frames using a format that is compatible with a video data stream.

20. The method of claim 16, wherein said tagging includes inserting a  
10 tag into a web page.

21. The method of claim 16, wherein the media content corresponds to a textual description.

22. The method of claim 16, wherein the media content corresponds to an image.

23. The method of claim 16, wherein the media content corresponds  
15 information in a rich text format.

24. The method of claim 16, wherein the media content corresponds to information in a binary language format.

25. The method of claim 16, wherein the media content corresponds  
20 to a link to the additional media content via a communications system.

26. The method of claim 16, wherein the media content corresponds to audio visual media content.

27. The method of claim 16, comprising selecting the identifier tag based on material characteristics of the media content.

28. The method of claim 16, wherein said tagging includes inserting  
25 the identifier tag into a real-time distribution channel.

29. The method of claim 16, wherein said transmitting and distributing include employing a real-time distribution channel to ensure delivery of the media content at a scheduled time without being affected by a distribution load.

30. The method of claim 16, wherein said tagging includes effectively  
30 hiding the identifier tag within a data stream to ensure that consumers not having suitably equipped media delivery devices are able to consume the

media content without any awareness that the media content has been tagged, and to ensure that consumers having a suitably equipped media delivery device are able to enjoy an interactive experience facilitated by the identifier tag.

5 31. A method of disseminating information for use in a portable device, comprising:

generating first content adapted for dissemination from a broadcast source;

10 generating second content adapted for dissemination from an information source;

using an authoring system to apply tags to said first and second content, the tags being configured to define an integrating relationship between the first content and the second content;

15 providing said first content to a broadcast source adapted to broadcast to a portable device;

providing said second content to an information source adapted to supply information upon demand to said portable device; and

20 providing the portable device, wherein the portable device has ability to synchronize and deliver said first content and said second content based on a channel upon which said first content was broadcast to the portable device, and based on a channel remote control function of the portable device.